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REMARKS

Claims 1, 2 and 4-16 are now under consideration in the application. Claim 1 has been further amended herein. Favorable reconsideration of the application, as amended, is respectfully requested.

I. REJECTION OF CLAIMS 1, 2, 5, 9, 10 AND 12-14 UNDER 35 USC §102(e)

Claims 1, 2, 5, 9, 10 and 12-14 now stand rejected under 35 USC §102(e) based on *Nishioka et al.*. Applicants respectfully request withdrawal of the rejection for at least the following reasons.

Claim 1 has been amended herein to emphasize further a fundamental distinction between the present invention and the cited art. Namely, claim 1 recites a driving arrangement for an active matrix liquid crystal display in which the format control is *content driven*. Specifically, the driving arrangement of the present invention provides "content driven format control". The driving arrangement determines the format of the data to be displayed, and controls the data driver based on the determined format. Thus, the content of the data to be displayed drives the format in which the data driver displays the data.

More specifically, according to the present invention of claim 1 the particular display mode of the driving arrangement is determined based on the content of the input data. For example, if the input data is high resolution color data, the data analysis means *determines* that the input data is high resolution color format and *arranges* the data driver so as to operate in the high resolution mode. Conversely, if the data analysis means *determines* that the input data is low resolution color format, the data analysis means *arranges* the data driver so as to operate in a low resolution mode. In this manner, the invention represents a "content driven format control" as noted in Figure 9 of the application.

The present invention is completely different from the display described in *Nishioka et al.* *Nishioka et al.* selects a display mode based on factors which do not include the format of the input data itself. Consequently, *Nishioka et al.* does not

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include a data analysis means as recited in claim 1. That is, *Nishioka et al.* does not teach or suggest a data analysis means which *determines* the color format of the input data and controls the data to operate in the display mode corresponding to the *determined* color format of the input data.

In the absence of any such teaching or suggestion of a driving arrangement which *determines the color format* of the input data, and controls the data driver to consume less power in low resolution display modes and more power in high resolution display modes *based on the determined color format*, the rejection of claim 1 is improper and should be withdrawn.

Accordingly, withdrawal of the rejection of claim 1 and the claims dependent therefrom is respectfully requested.

II. REMAINING REJECTIONS

Claim 4 is rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Daher*. Claims 6-8 are rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Koyama et al.* Claim 11 is rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Cairns et al.* Finally, claims 15-16 are rejected under 35 USC §103(a) based on *Nishioka et al.* in view of *Misawa et al.*

Claims 4, 6-8, 11 and 15-16 each depend from claim 1 either directly or indirectly. Therefore, these claims may be distinguished over the teachings of *Nishioka et al.* for at least the same reasons set forth above. Moreover, *Daher*, *Koyama et al.*, *Cairns et al.* and *Misawa et al.* do not make up for the above-discussed deficiencies in *Nishioka et al.*. As a result, withdrawal of the rejections is respectfully requested.

III. CONCLUSION

Accordingly, all claims are believed to be allowable and the application is believed to be in condition for allowance. A prompt action to such end is earnestly solicited.


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Should the Examiner feel that a telephone interview would be helpful to facilitate favorable prosecution of the above-identified application, the Examiner is invited to contact the undersigned at the telephone number provided below.

Should a petition for an extension of time be necessary for the timely reply to the outstanding Office Action (or if such a petition has been made and an additional extension is necessary), petition is hereby made and the Commissioner is authorized to charge any fees (including additional claim fees) to Deposit Account No. 18-0988.

Respectfully submitted,

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